

## ORDER



A GANNETT COMPANY

Orders	Order / Rev:	696714
	Alt Order #:	06218650
	Product Desc:	MCCRORY FOR GOVERNOR
	Estimate:	827906
	Flight Dates:	08/27/12 - 09/06/12
	Original Date / Rev:	06/29/12 / 07/17/12
	Order Type:	Political

	<b>WFMY-TV</b>
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<u>Smart Media Group Inc/ POL</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>814 King Street</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser	Name:	McCrory for NC Governor
	Demographic:	A35+
	Product Codes:	PL-State/Local,PL-Governor
	Priority:	P-3
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/02/12	15	\$950.00	\$807.50
09/03/12	09/09/12	8	\$480.00	\$408.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$1,430.00	\$1,215.50	0.00
<b>Totals</b>	<b>23</b>	<b>\$1,430.00</b>	<b>\$1,215.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WFMY-TV	31%	\$1,430.00
Market	100%	\$4,612.90

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$46.13
WGHP	29%	\$1,337.74
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	34%	\$1,568.39
WXLV	5%	\$230.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WFMY	08/31/12	08/31/12	Late Late Show Late Late Show	CM	1235-135a	- - - - F - -	:30	1	\$40.00	P-3	0.00 NM	1	\$40.00
LATE ROS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - F - -		1		\$40.00		0.00				
E 2	WFMY	08/31/12	08/31/12	CBS This Morning CBS This Morning	CM	8-10a	- - - - F - -	:30	1	\$80.00	P-2	0.00 NM	1	\$80.00
EARLY SHW1-CBS														

Order / Rev: 696714  
 Alt Order #: 06218650  
 Flight Dates: 08/27/12 - 09/06/12

Advertiser: McCrory for NC Governor  
 Product Desc: MCCRORY FOR GOVERNOR  
 Estimate: 827906  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	08/31/12	08/31/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--					1	\$80.00		0.00			
E 3	WFMY	08/27/12	08/27/12	Late Late Show Late Late Show	CM	1235-135a	M-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$40.00		0.00			
E 4	WFMY	08/27/12	09/03/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$80.00	P-3	0.00	NM	2	\$160.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$80.00		0.00			
Week:		09/03/12	09/09/12	M-----					1	\$80.00		0.00			
E 5	WFMY	09/01/12	09/01/12	1135-1235a Sat 1135-135a Sat	CM	1135-135a <11:35 PM-1:35 XM>	-----S-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$40.00		0.00			
E 6	WFMY	09/01/12	09/01/12	PA (Sa) PA (Sa)	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$150.00		0.00			
E 7	WFMY	09/02/12	09/02/12	1135-1235a Sun 1135-1235A Sun	CM	1135-1235A	-----S	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$80.00		0.00			
E 8	WFMY	09/02/12	09/02/12	LF (M-Su) Late Fringe	CM	1235p-135a (12:35 PM-1:35 XM)	-----S	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					2	\$40.00		0.00			
E 9	WFMY	08/30/12	09/06/12	Late Late Show Late Late Show	CM	1235-135a	---T---	:30	1	\$40.00	P-3	0.00	NM	2	\$80.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$40.00		0.00			
Week:		09/03/12	09/09/12	---T---					1	\$40.00		0.00			
E 10	WFMY	08/30/12	09/06/12	CBS This Morning CBS This Morning	CM	8-10a	---T---	:30	1	\$80.00	P-3	0.00	NM	2	\$160.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$80.00		0.00			
Week:		09/03/12	09/09/12	---T---					1	\$80.00		0.00			
E 11	WFMY	08/28/12	09/04/12	Late Late Show Late Late Show	CM	1235-135a	-T-----	:30	1	\$40.00	P-3	0.00	NM	2	\$80.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$40.00		0.00			
Week:		09/03/12	09/09/12	-T-----					1	\$40.00		0.00			
E 12	WFMY	08/28/12	09/04/12	CBS This Morning CBS This Morning	CM	8-10a	-T-----	:30	1	\$80.00	P-2	0.00	NM	2	\$160.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$80.00		0.00			
Week:		09/03/12	09/09/12	-T-----					1	\$80.00		0.00			
E 13	WFMY	08/29/12	09/05/12	Late Late Show Late Late Show	CM	1235-135a	--W----	:30	2	\$40.00	P-3	0.00	NM	3	\$120.00

Order / Rev: 696714  
 Alt Order #: 06218650  
 Flight Dates: 08/27/12 - 09/06/12

Advertiser: McCrory for NC Governor  
 Product Desc: MCCRORY FOR GOVERNOR  
 Estimate: 827906

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
COMMENTS APPLY TO SUB LINES A THRU B															
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	--W----		1		\$40.00		0.00					
	Week:	09/03/12	09/09/12	--W----		2		\$40.00		0.00					
E 14	WFMY	08/29/12	09/05/12	CBS This Morning	CM	8-10a	--W----	:30	1	\$80.00	P-2	0.00	NM	2	\$160.00
				CBS This Morning											
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	--W----		1		\$80.00		0.00					
	Week:	09/03/12	09/09/12	--W----		1		\$80.00		0.00					
													Totals	23	\$1,430.00